Actual Photographs

Send Your Old Rugs, Clothing

To the Olson Rug Factory!

And **Save 1/2** *on Luxurious, Modern Reversible Rugs like These . . . .*

HERE is the *Rug Sensation* of the day —lovely, rich-textured . . .

New-Type Olson Rugs

—so *luxuriously soft* underfoot—so *expertly* woven—so *low in price*—that you will say, as countless thousands have, "*The finest rug value I have ever seen*".

New Oriental-Like *Luxury*

These new Duo-Velvety Rugs should not be confused with fluff rugs, or any other so-called remade rugs. You will be *amazed* at the *difference*.

We don't care how faded or worn your materials are—we don't care what color —just tie with an ordinary rope, and—

Ship At Our Expense

We scientifically *merge* and *reclaim* the valuable materials in all kinds of old carpets, rugs, clothing, blankets, draperies, etc.—then *steam*, *sterilize* and *treat* it to give fresh, new luster and resiliency. The old colors are *bleached out*, the wool *respun*, *dyed* with fast dyes and *woven* into new rugs in any of the 59 fashionable new colors and patterns you select.

Use *Both* Sides—Double Wear

—not ordinary one-sided rugs, but modern, *seamless*, *reversible* rugs that wear twice as long—are easy to clean—and lay smooth. We invite you to compare with Wiltons and Axminsters that cost 2 or 3 times as much.

A Week's Trial

If, after a trial in your home, you are not delighted with their deep, rich texture and velvet-like softness underfoot, return them at our expense and *We Will Pay You for Your Materials.*

LOWEST PRICES IN YEARS

It is sound judgment to take advantage *now* of our *New Low* Factory-to-You Prices. The greatest opportunity since 1914. Mail the coupon today.

Actual Photograph. The glorious colors or a famous Persian masterpiece have been reproduced in this beautiful Olson Rug No. 96226. 15 sizes.

JUST IMAGINE the charm that this luxuriously soft, rich-textured, Olson Rug will bring to your home. A beautiful Taupe color in the new two-tone effect.

Mail *the Coupon* NOW *for New* FREE BOOK *in Colors*

56 Pages of Model Rooms & Decorating Ideas

Even if you are not quite ready to get new rugs just now, *mail the coupon*. You will change your mind when you see America's Finest Low Priced Rugs. **59 fascinating new colors and patterns to choose from,** *regardless of the colors in your old materials.* Rich Persian, Turkish, Chinese, Japanese designs—beautiful One and Two-Tone color effects so popular now—charmingly quaint Hooked designs—dainty oval rugs. Wouldn't it be fun to surprise your family with new rugs? This book shows how to [illegible] furniture to get charming new effects. Gives you the simple rules of home decorating.

TEAR OFF

COUPON

Mail to: OLSON RUG CO., Dept. P-4, 2800 N. Crawford Ave., Chicago, Ill.
OR—*Write to Any Display Room shown at Left.*
Gentlemen: Please mail your latest FREE BOOK on Rugs and Home Decorating (in actual colors)—your NEW LOW PRICES—TRIAL OFFER—and complete information about using my old material.

Name _____

Address _____

Town _____ State _____

Write for our big "SURPRISE OFFER"

OLSON RUG CO.

We Have No Agents
Our 58th Year

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